Collaboration Strategy Presentation Script

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<thead>
<tr>
<th>Slide 1: Title</th>
<th>[Insert name and title of presenter and date]</th>
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<tbody>
<tr>
<td>Introduce yourself, welcome and thank the audience members. If you have not done so previously, ask them their expectations for the briefing. Invite them to ask questions.</td>
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<tr>
<td>Tell them that over the next xx minutes you will introduce Collaboration offerings from Novell, which are focused on improving both end-user productivity and ease of administration for IT.</td>
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<tr>
<th>Slide 2: The Two Technologies That Most People Think Are Shaping the Industry</th>
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<td>Most people would tell you that virtualization and cloud computing are the two hot technologies that are reshaping the tech industry. I’d tell you that those people are half right.</td>
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<td>Virtualization is an enabling platform. It allows things to happen inside the market. It's a critical technology, but it's not the end. It’s only one step along the way.</td>
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<td>The same thing is true for the cloud. If you think of a cloud, it's really a deployment platform.</td>
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<td>So while these are two important trends, and two important pieces of the equation, there is still another piece that is critical to creating a complete picture.</td>
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<th>Slide 3: The Two Technologies That Really Matter</th>
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<td>Cloud computing is absolutely reshaping our industry. It is the case of what's old is new again, and it's the first half of our equation.</td>
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<td>That second half, from our point of view, is identity. Virtualization and cloud computing are going to be critical as we talk about enabling the resource, but what we really have to do is tie that resource back to the individual. Because everything has an identity, including people and physical and virtual machines. The challenge is to bring these identities together within a compliance framework, which will enable you to extend the cloud to your environment, securely and safely.</td>
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<th>Slide 4: Security: The Primary Concern for Cloud Computing</th>
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<td>As CIOs realize that they must manage these three environments, they will most likely start asking themselves questions like, “How is that cloud secure?” and “Am I protected inside of that cloud?”</td>
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<tr>
<td>And as you can see from this chart, security and the need to integrate that information from an in-house perspective are at the top of the list. This issue will determine how fast IT adopts the cloud.</td>
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And from the bars highlighted in blue, the 89 percent and the 85 percent, these are the two critical areas that we are confident we can emphasize and, in doing so, help solve part of that problem.

**Slide 5: Novell Delivers Solutions in Two Markets**

Our strategy is to compete in and lead the emerging intelligent workload management market. However, collaboration remains part of the Novell business model and is still a market to which we are committed. Exhibit A of this commitment is the large investment we've made in Novell Vibe Cloud, which uniquely combines e-mail, document authoring and social messaging tools with robust security and management capabilities to meet the demands of a global, dispersed workforce. In addition, we continue to aggressively innovate with Novell GroupWise, Novell Open Enterprise Server, and Novell File Management Suite. And in this collaboration market, just like the intelligent workload management market, identity is a key thread. Whether it's leveraging identity across an integrated collaboration platform to drive efficiency, or intelligently managing the explosive growth of collaboration data based on role and responsibility, identity is a key driver in our collaboration market.

When you add it all together—with the common thread being identity—it's still about making IT work as one. Intelligent workload management is about making systems work together as one, across physical, virtual and cloud environments. Collaboration is how we enable people to work together, regardless of where they are located.

**Slide 6: New Workforce Expectations**

For a new generation of workers, e-mail is not the main tool they use to communicate. In fact, in many cases it's barely used at all. They prefer to communicate in real time using short messages and more socially-enabled tools, such as Twitter and Facebook. They may still find e-mail useful for person-to-person interactions, but it only makes up a small part of their total use of collaboration tools.

These workers are already using these tools to enrich their personal lives and they expect them in their work lives, too. Their demand of IT is to provide them with their data any time, anywhere, and on any device. Also, delivery models such as software as a service (SaaS) and the cloud are having a major impact on the collaboration market. With these delivery models, collaboration tools are more readily accessible and have expanded to reach both corporate IT and the end consumer directly.

Additionally, mobile devices such as smart phones have become full-blown computers, and they are rapidly becoming the primary access points for the information and collaboration services available in the cloud. Key platforms, including iOS, Android, and the Blackberry must be supported.
Finally, people are also creating and sharing information in a growing variety of different formats. Collaboration is no longer just e-mail with document attachments. New sources of information, such as video, are becoming more and more prevalent, and so are the problems associated with managing, accessing, discovering, and utilizing these flourishing data types.

In other words, in addition to attempting to satisfy these user challenges, you get a whole new set of problems stemming from the data being generated.

Now let’s talk about some of the challenges and opportunities these trends are creating for organizations.

**Slide 7: Explosive Growth of Data**

There is another challenge organizations face today that is related to collaboration. As users get more powerful communication and collaboration tools, they also start to produce more content. Most organizations experience an explosive growth of data and it's becoming a real challenge.

**[READ QUOTE]**

There is a lot of manual administration taking place, and the cost of storage hardware, power and cooling is rising—quickly.

It's challenging not only from a cost perspective, but it can also impact productivity in a negative way. Users can't store as much data as they need; resources are not provisioned in a timely fashion; or valuable content is simply buried deep in the file system.

Lastly, regulatory compliance is affected as well. Without the proper tools to manage this explosive growth of data, it's almost impossible to guarantee strict adherence to industry or government regulations pertaining to storage archiving.

**Slide 8: Collaboration Solutions**

Our Collaboration solutions help enterprise organizations accelerate innovation and drive growth by making their people more productive, both individually and as teams. Effectively, we offer a critical one-two punch for enterprise collaboration needs:

1) By leveraging integrated and social collaboration tools, our solutions enable the new interactions required in today's business environments, on-premise or in the cloud.
These solutions are paired with identity-driven data management capabilities that address the explosive growth of collaborative data, giving Novell the unique ability to make people more productive, while enabling IT to reduce cost, manage complexity and mitigate risk.

Slide 9: Personal and Team Productivity (2011 and Beyond): Divider

First, we have our Personal and Team Productivity tools, which are the tools that people use to drive innovation and enable better collaboration across the board.

Slide 10: Personal and Team Productivity: Products

Novell provides collaboration tools to meet all needs. From e-mail and calendaring in GroupWise, to next-generation team and social collaboration with Novell Vibe. Depending on your needs, you can choose to use one, or all, of our tools—they work together to serve specific use cases.

Novell GroupWise provides a highly efficient workspace to manage your e-mails, calendars, tasks and contacts. You can also easily access your Vibe workspaces from within GroupWise. Novell GroupWise also includes a solution for secure, enterprise instant messaging.

Novell Vibe is our next-generation team and social collaboration platform, which comes on-premise or in the cloud:

- Novell Vibe OnPrem provides workspaces where teams can store all types of content related to the project they are working on. Instead of circulating documents in e-mails, teams can work together using the team workspace, supported by social tools such as wikis, blogs and discussion forums. The built-in workflow capabilities allow for business processes, such as document approvals, to be automated.

- Novell Vibe Cloud is our real-time collaboration platform that will be available in 2011. It enables real-time communication, co-authoring and social messaging. It solves a key issue many people are facing today: How can I effectively work together with people that are geographically dispersed, or with people outside of my organization?

Slide 11: Personal and Team Productivity: Strategy

We are making strategic evolutions to our Personal and Team Productivity tools in the following manner which I will explain in detail.

<READ>

Let's talk about each individually and translate what we are doing in the products to
One of the key tenets of our strategy is ensuring that people, no matter what their technology adoption may be, have the tools they need to be productive. Specifically, for those with e-mail, our goal is to build the bridges that allow them to easily take advantage of new collaboration technologies like team workspaces and social networking. For instance:

We are integrating Vibe with GroupWise, thus bringing new interaction models and social collaboration and teaming capabilities to GroupWise, and delivering an even more powerful collaboration experience.

Second, for our Novell Vibe OnPrem users who want to go to the cloud, we are creating integrations with Vibe Cloud to provide real-time interaction and social messaging. In addition, our on-premise integrations into Vibe Cloud will enable customers to leverage the power of workflows, wikis, blogs and repositories. Additionally, we will bring seamless integration of consumer tools such as YouTube, Twitter and Facebook into Vibe Cloud.

Finally, we help people transition into using the new tools by leveraging e-mail to notify them of activity in Novell Vibe. We are also bridging traditional file structures into new collaboration tools so people can see the entire context in one place—across files, chat and business social messaging feeds.

The bottom line is, our strategy is to ensure that we can help you easily make the move to these new collaboration solutions—team workspaces and social networking—and do so in a way that allows you to leverage your existing investments, and do it at the speed that you want.

Novell continues its bold plans for bringing Novell GroupWise, Novell Vibe, and Novell Instant Messenger together—plans centered on the fact that today, 30 million people boot into their GroupWise client daily. That GroupWise client becomes the centerpiece of their collaboration experience. They need to be able to access new functionality from within the place they live: the high-performance workplace represented by GroupWise 8.

Some of the interactions that we plan to implement are listed here, and will continue to show up over time. Keep in mind that this is not the whole list, but a few highlights. This includes the ability to search your chat history from right within GroupWise, and the ability to see your buddy list in the GroupWise Home View.
Organizations that deal with knowledge loss as people leave should expect to be able to mitigate much of that risk with the tighter integrations between GroupWise and Vibe OnPrem—allowing for much easier conversion of e-mail conversations into Vibe content (which is more easily stored and shared, helping to grow the collective knowledge).

Novell is committed to delivering the collaboration capabilities users need to get work done.

**Slide 14: Deliver the foundation for next-generation collaboration in an integrated collaboration experience**

As we have discussed, the collaboration market is undergoing a tremendous transformation. How we collaborate two to three years from now will be completely different and greatly improved over how we collaborate today. For instance, we are building that next-generation platform in Novell Vibe.

With Vibe Cloud, specifically, we unify all the different message types, e-mail, IM and social feeds into a single unified inbox. We unify wikis, blogs, micro-blogs, files, team workspaces, contacts, calendars and tasks into a single, intuitive habitat where you want to live each day to get your work done. We will provide rich presence, integrations with tools such as Skype as well as real-time online documents, complete with real-time co-editing, and leverage these innovations into Vibe OnPrem. Novell Vibe will revolutionize collaboration and it's exciting to be innovating and leading in this space!

**Slide 15: Enable collaboration users and workloads to seamlessly move between on-premise and the cloud**

Finally, users are able to use our collaboration tools together through these integrations regardless of where the actual tool runs. For example, today, customers can run GroupWise on-premise, but there will be key integrations to Vibe Cloud and Vibe OnPrem.

In addition, we have many partners that now offer GroupWise running in a fully hosted environment so our customers can offload the infrastructure and maintenance of GroupWise to one of these service providers. We will be announcing in the near future a large scale hosting option for GroupWise, so stay tuned.

Additionally, we continue to converge our Vibe Cloud and on-premise roadmaps, so customers can gain the best of real-time social collaboration regardless of location, whether on-premise or in the cloud.

The bottom line is that our customers will have choice and will be able to mix and match the deployment model for each tool that best meets their needs. The ultimate vision is when...
these workloads are fully orchestrated and are intelligently managed via our WorkloadIQ portfolio. This will enable customers, based on identity, to seamlessly move between deployment models, giving them even more flexibility and control. This is the power of identity, and is ultimately, how collaboration workloads can be intelligently managed.

**Slide 16: Integrated Collaborative Offering**

Central to our vision of providing customers the flexibility of using our leading collaboration products on-premise and in the cloud is seeing where our products stack up today. Again, customers need to move beyond e-mail, and our goal to achieving that is twofold:

1) Create strong integration and bridges among Novell GroupWise and Novell Vibe as previously discussed.
2) Enable customers to access this integrated collaboration stack on-premise and in the cloud, with key integrations in between.

With our solutions, you can:

Drive down your file storage costs using identity-driven provisioning, tiering and reporting tools

Simplify data management by keeping your critical business information in sync

Let's take a closer look at how we bring these benefits to our customers.

**Slide 17: Personal and Team Productivity (High-Level Roadmaps): Divider**

**Slide 18: Novell GroupWise**

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**Slide 19: Novell Vibe OnPrem**

[READ FROM SLIDE]

**Slide 20: Novell Vibe Cloud**

[READ FROM SLIDE]

**Slide 21: Collaboration Data Management (2011 and Beyond): Divider**
Now let me tell you about our Collaboration Data Management solutions which is all about controlling the cost, risk and complexity that comes from the explosion of the data generated from collaboration.

**Slide 22: Collaboration Data Management : Products**

Novell Open Enterprise Server on Linux provides all the services you have relied on, all enhanced on the Linux platform. But why should you be excited about that?

SUSE Linux Enterprise Server is the most interoperable platform for mission-critical computing—both physical and virtual. As you embrace this platform for your workgroup collaboration services, you're investing in opportunities for further cost savings and optimizations in your environment.

* Leverage the ecosystem of ISVs/IHVs supporting SUSE Linux Enterprise (this didn't exist for NetWare)
* Consolidate any workload on SUSE Linux Enterprise Server—even Windows workloads
* Leverage our workload management capabilities

Novell File Management Suite enables you to effectively manage the explosive growth of unstructured file-based data, with identity-driven provisioning, tiering and reporting tools. When collaboration is booming, the amount of data that needs to be stored and managed grows rapidly, with exorbitant costs as a result. Novell File Management Suite enables you to provision and control users' storage resources automatically, using customizable policies based on identity and roles, which dramatically reduces the need for manual administration.

Finally, today, valuable collaborative data is often locked up inside different applications and not fully leveraged. As an example, customer contacts residing inside your CRM system are not visible in the address book you use for collaboration purposes; appointments and tasks in your team collaboration tool don't show up in your messaging client; and the list goes on. Novell Data Synchronizer enables you to unlock the hidden value of your business information and ensure it's properly synchronized and up to date across your systems. This results in more efficient collaboration processes, because your users don't have to switch between applications to get to the information they need to get their jobs done. With complete and accurate information at hand, your people will also be able to make better and more informed decisions.

**Slide 23: Collaboration Data Management: Strategy**

Looking strategically within our Collaboration Data Management portfolio, we are:
Let's discuss these in more detail and explain exactly what we are doing.

**Slide 24: Unify file access and sharing across file systems, collaborative applications, and social networks**

The first item is delivering a brand new collaborative file experience: An experience where regardless of where and how the files are stored (e.g., file servers, content repositories, sites, etc.) they are natively available to you on the desktop. This project is codenamed “Neutron” and will bring innovative file-sharing capabilities to both Novell Open Enterprise Server and Windows.

Imagine...
- No more mapped drives
- More personal and social file-sharing experiences
- One file-sharing experience across multiple platforms (e.g., Windows and Linux)
- Mobile device file access and sharing

That's the power of Neutron—bringing together file discovery, access, and sharing across traditional file systems, collaborative applications, and social networks, across any device—anytime, anywhere, anyplace.

**Slide 25: Lead the identity-driven file management market**

In early 2010, we announced the availability of Novell File Management Suite, which delivered the only identity driven file management solution to the market. Effectively, Novell File Management Suite enables our customers to manage the “mess behind the scenes” in three critical ways, thereby lowering cost, complexity, and risk of file management:

1) Discover what's clogging your file systems; see storage usage patterns; find documents belonging to certain groups/roles, etc. This helps to lower the cost through decreased data sprawl, decreased hardware and cooling costs, while ensuring compliance as well.

2) Automate storage management tasks; react on events in the directory, etc. This helps reduce IT headache and burden from manual storage management set up tasks.

3) Optimize the storage of files: frequently used/important vs. less used/less important are sent to the cloud. This helps reduce hardware and cooling costs, by ensuring less important files can be put onto cheaper storage points.

**Slide 26: Deliver unique data synchronization capabilities that integrate collaboration with business systems**
By delivering Novell Data Synchronizer, we integrate business systems and consumer based collaboration systems. We will deliver many of the connectors demanded by our customers.

Our open software development kit enables an ecosystem of partners and in-house developers to develop connectors to virtually any system.

Our key strength is the infusion of identity and policy at this layer to ensure that we remain in compliance; that only authorized people are accessing these systems; and that we are only synchronizing authorized data.

In 2010, we implemented ActiveSync within Data Synchronizer to bring mobility to GroupWise first. In addition, we built connectors for SugarCRM, SharePoint, and salesforce.com; going forward, we will expand to new connectors including SAP, Interwoven and Vibe.

**Slide 27: Integrate cloud technologies to enable seamless management of cloud and on-premise infrastructures**

Finally, we will integrate cloud technologies to seamlessly enable management of cloud and on-premise infrastructures.

For instance, Novell File Management Suite now allows for storage endpoints to reside in the cloud, which optimizes the environment and drives down costs.

In addition, Novell Data Synchronizer today bridges between on-premise collaboration tools and off-premise tools and business applications—for example, syncing GroupWise contacts with salesforce.com.

Going forward, we will also provide Novell File Management Suite integrations with the products in our Personal and Team Productivity portfolio to enhance the end-user experience.

**Slide 28: Collaboration Data Management (High-Level Roadmaps): Divider**

**Slide 29: Novell Open Enterprise Server**

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**Slide 30: Novell File Management Suite**
Let me tell you a little bit about what we're hearing from our customers, the press, and analysts before we get to questions and answers.

We have customers across all geographies and verticals, including [read a few industries and companies].

Our Collaboration solution has a powerful ecosystem of partners whose solutions add significant value. From companies like Google, RIM, GWAVA, Messaging Architects, to those in the security, document management, e-mail archiving, backup and recovery, and mobile spaces, organizations can rely on great partner solutions that take their solution to the next level.

We have also been recognized by analysts as leaders in the collaboration space.

There is huge momentum in the press with our Collaboration offerings. The buzz was highlighted and driven by Novell Pulse, and is now focused on Novell Vibe Cloud.

Here are a few examples of customers who have implemented our Collaboration products. Note the wins over Microsoft and IBM, including competitive takeouts.
Collaboration solutions from Novell help enterprise organizations accelerate innovation and
drive growth by making their people more productive, both individually and as teams. By
leveraging real-time collaboration capabilities and enterprise social networking tools, our
solutions enable the new interactions required in today's business environments. Paired with
data management automation capabilities that address the explosive growth of unstructured
information, these solutions give Novell the unique ability to make people more productive,
while enabling IT to reduce cost, manage complexity and mitigate risk.